

Top Initiatives to Implement Right Away

1. Video
2. Present information in various ways (infographics, charts/graphs/tables, maps)
3. Share team members' insights, trips, tips
4. Engage and gain insights with relevant questions/polls/multiple choice
5. Contests

Facebook

1. Present tips, tricks, info in various ways
 - (a) Videos - Team members' top tips; which cards they have and why; their miles and points journey
 - (b) Infographics; charts/graphs/tables (present info in a more visual way)



2. VIDEOS & more VIDEOS
 - (a) Go live - share tips and tricks as well as candid trip videos
 - (b) Upload relevant videos - Keith's trips, team member trips
3. Add tabs that make it easier for fans to find information and engage
 - (a) Blog tab
 - (b) Newsletter Sign-up
4. Continue to engage audience
 - (a) Ask questions



Million Mile Secrets

October 27 · 🌐

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What under-the-radar or little-known destination do you recommend?

Questions like this have gotten great engagement (more shares, comments, and reactions than other posts)

- (b) Conduct Facebook contests (polls, questions)
- (c) Behind-the-scenes (team member meeting in Austin)
- (d) Showcase your journey - beginning trips, etc.

Twitter

1. Present tips/blog information in different formats
 - (a) Infographics
 - (b) Video
2. Participate/Start Twitter Chats
3. Utilize polls to engage and gain valuable insights
4. Share/retweet relevant articles/news - Be the “breaking news” source

Instagram

1. Continue to inspire with photos from trips
2. Inspire with photos/videos of team members' trips
 - (a) Where they are/what they are doing
 - (b) Favorite parts of trip - recommendations
 - (c) Ask questions
 - (d) Feature them and their families/pets
3. Play with captions
 - (a) Fun and snappy
 - (b) Inspirational
 - (c) Insider
 - (d) Ask questions
4. Detail a trip where people have to guess where - “Where in the world?”
5. Try different formats
 - (a) Videos
 - (b) Stories

5. Gain user-generated content

- (a) With the contest, we received 98 photos that we can repost
- (b) Include #bigtravelsmallmoney hashtag in bio and encourage people to share their photos with the hashtag

6. Promote a blog of the week with a link in the bio

7. Repost older photos

- (a) Detail journey to new followers
- (b) Insider tips - how to first get started
- (c) Favorite spot in a certain location